PTO/SB/06 (05-03)

Approved for use through 4/30/2003, OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Application or Docket Number 99/437 8/5 PATENT APPLICATION FEE DETERMINATION RECORD 815 Substitute for Form PTO-875 OTHER CLAIMS AS FILED - PART I THAN OR : SMALL ENTITY SMAL (Column 1) (Column 2) NUMBER FILED FOR NUMBER EXTRA RATE FEE BASIC FEE (37 CFR 1.16(a)) OR TOTAL CLAIMS minus 20 = (37 CFR 1.16(c)) OR INDEPENDENT CLAIMS minus 20 = (37 CFR 1.16(b)) X:\$R 1,16(#) MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(d)) OR +TEPLE DEETS 0 TOTAL * If the difference in column 1 is less than zero, enter "0" in column 2. OR " " TOTAL CLAIMS AS AMENDED - PART II AMENDE 6-27.02 OTHER THAN/ OR (Column 1) (Column 2) (Column 3) SMALL ENTITY SM LL ENTITA CLAIMS HIGHEST PRESENT RATE ADD1-REMAINING NUMBER **EXTRA PREVIOUSLY** TIONAL **AFTER** IONAL: PAID FOR FEE AMENDMENT FEEEND Minus idinu. **AMENDM** OR Independent (37 CFR 1.16(b)) Minus Mich x s OR FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d)) OR TWO IS 11-21-11-2 TOTAL TOTAL ADD'L FEE OR ADD'L FEE (Column 2) (Column 3) (Column 1) CLAIMS HIGHEST PRESENT REMAINING **NUMSER** RATE ADDI-AFTER. **PREVIGUSLY EXTRA** TIONAL FEE FEE NO! AMENDMENT: PAID FOR Minus Minus AMENDM (37 CFR 1.16(cl) OR Minus Independent (37 CFR 1.16(b)) 140.00 X S OR FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d)) OR AATION OF I 11PL 03FB TOTAL 0 ADD'L FEE OR 9-16-03 (Column 1) (Column 2) (Cotumn 3) CLAIMS HIGHEST O REMAINING NUMBER PRESENT RATE ADDI-**EXTRA** TIONAL TIONAL ; **AFTER** PREVIOUSLY ENDMENT FEE FEEND MENDMENT PAID FOR Total (37 CFR 1.16(cj) Minus -ivinus OR: Independent (37 CFR 1.16(b)) Minus 4 4 OR Ā FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d)) OR 31- LE DOFE:

TOTAL ADD'L FEE

OR.

ADD'L FEE

Constends in column 1 a.

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If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

^{**} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

^{***} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1. This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiatity is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PAIEN	PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 09/437 8/3			
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The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1:: This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

FORM PTO-108

P.O. Box 1247

Seattle, Washington 98111-1247 Phone (206) 583-8888 Fax (206) 583-8500

Docket No.:

249768014US

RESS MAIL NO. ĖV139296508US

Date:

March 19, 2003

Application No.:

Jefffrey P. Bezos et al. 09/437,815

Filed:

November 10, 1999

For:

METHOD AND SYSTEM FOR ALLOCATING DISPLAY SPACE

COMMISSIONER FOR PATENTS **WASHINGTON DC 20231**

Sir:

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Transmitted herewith is an Amendment in the above-identified application.

Applicant claims small entity status. See 37 C.F.R. 1.27.

Applicant has previously claimed small entity status. See 37 CFR 1.27

A Petition for an Extension of Time for three months is enclosed.

A General Authorization Under 37 C.F.R. § 1.136(a)(3) is enclosed.

No additional claim fee is required. The fee has been calculated as shown.

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7.	GROUP 2003
	GROUP 3600

(Col. 1)			(Col. 2)	(Col. 3)		
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ADDITIONAL FEE

If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

Please charge my Deposit Account No. 50-0665 in the amount of \$_. A duplicate copy of this sheet is enclosed. A check in the amount of \$948.00 is attached.

The Commissioner is hereby authorized to charge payment of the following additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-0665. A duplicate copy of this sheet is enclosed.

Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

Any patent application processing fees under 37 CFR 1.17.

Respectfully submitted, PERKINS COIE LLP

œ J. Pirio

Registration No. 33,273

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^{***} If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.

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MAR 1 9 2003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

N RE APPLICATION OF: Jeffrey P. Bezos et al.

APPLICATION NO.:

09/437,815

FILED:

November 10, 1999

FOR: METHOD AND SYSTEM FOR ALLOCATING

DISPLAY SPACE

EXAMINER:

ART UNIT:

CONF. NO:

Attorney Docket N

Amendment Under 37 C.F.R. § 1.111

Assistant Commissioner for Patents Washington, D.C. 20231

Sir:

The present communication responds to the Office Action dated September 25, 2002 in the above-identified application. Please amend the application as follows. The attached Appendix presents a marked-up version of the changes made to the specification and claims by the current amendment.

In the Claims

Following is a complete listing of the claims pending in the application, as amended:

(Amended) A method in a computer system for allocating display space on a web page, the method comprising

receiving multiple bids indicating a/bid amount, an advertisement, and a requested nymber of web pages on which the advertisement is to be placed during a time period;

11/04/2004 PLEWIS redealed the page to a user;

01 FC:1202

selecting, based at least in part on review of bid amounts and on a likelihood that the advertisement will be placed on the requested number of web pages during the time period, a received bid whose bid amount is not the

[24976-8014/Amendment.doc]

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